

Mr. Ismaeil

RESTAURANT STRATEGY COLLECTION

BOOK 02 / THREE-PART COLLECTION

Restaurant Location Atlas

Greece, Türkiye, Germany, Qatar and selected European markets: a practical route from country context to a restaurant address.

MARKETS, MICRO-AREAS AND EVIDENCE



Illustrative restaurant context

English edition / 3 October 2026

Practical tutorials, decision tools and working templates

SAMPLE EDITION / SELECTED PAGES

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A NOTE FROM ISMAEIL DIRANI

Build the decision before you build the restaurant.

My approach is to test the restaurant idea at street level. A promising country can still contain an unsuitable building, an expensive lease or the wrong customer flow. I use national evidence to frame the questions, then a repeatable local investigation to decide which address deserves the next investment.

Use this handbook with a real address, a real menu and a named person responsible for each open question. Keep the evidence beside the decision. A polished concept becomes useful when it can survive a quiet week, a busy service and a difficult inspection.

How to work through this book

Read	Do	Keep
Frame	Compare only matching indicators.	The unit, period and geographic level.
Investigate	Test the customer, site and costs.	A consistent file for every candidate.
Decide	Make the open assumptions visible.	A go, revise or stop decision with reasons.



Ismaeil Dirani

A restaurant concept should be clear enough to teach and strong enough to repeat.

AI-assisted portrait based on Mr. Ismaeil's photograph.

Examples and illustrations are teaching tools. Local authority decisions, site-specific technical work and immigration/tax status require the appropriate local review. Blank worksheets are not official application forms. Research checked on 3 October 2026.

Read the number before the headline

Visitors, guest nights and room nights measure different things.

Ask four questions whenever a number enters the investment conversation: what is counted, where is it counted, which period does it describe and how was it produced? Keep those answers beside the number. A large national tourism total is useful context, but it does not tell you how many people will buy lunch on your chosen street.

Measure	What it counts	Use it for
EU guest nights	Guests staying in covered accommodation	Like-for-like national accommodation comparisons
Türkiye departing visitors	Departing survey population, including non-resident Turkish citizens	Context for the specified visitor population
Qatar international visitors	International visitor arrivals	Arrival context within that series
Qatar room nights	Occupied rooms rather than guests	Accommodation room-demand context

WORKED EXAMPLE / A comparison to reject

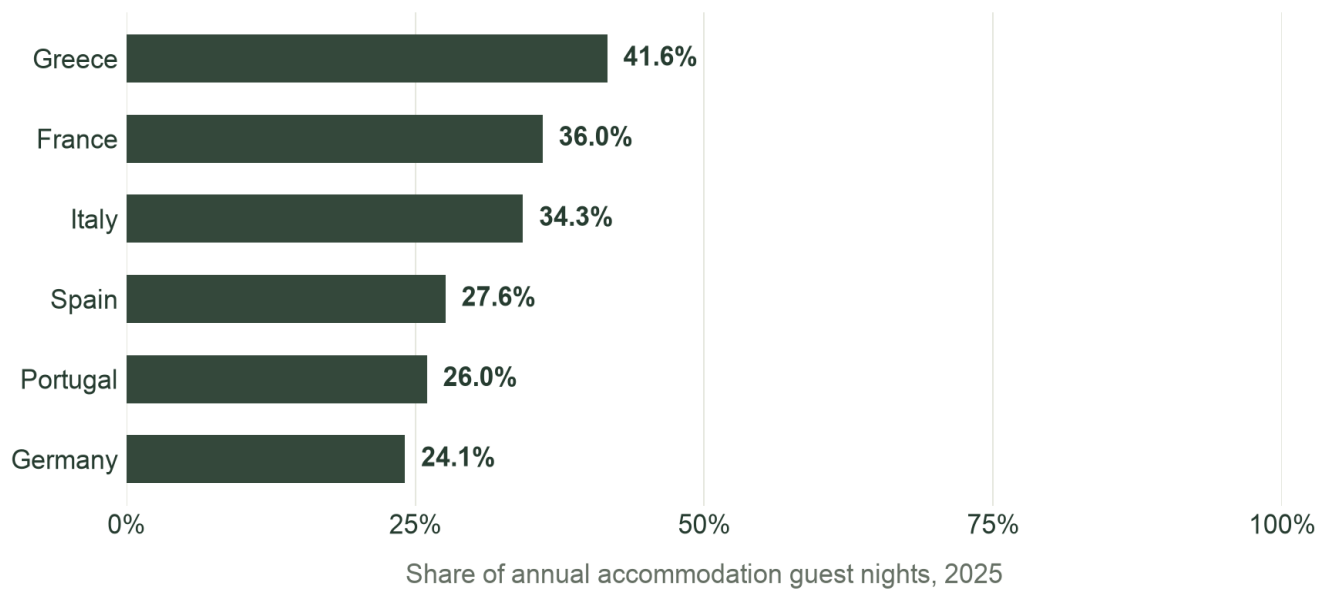
An investor puts Qatar arrivals beside Greek guest nights and calls the larger number the “better restaurant market”. The quantities are different. Keep separate panels, then investigate the same local restaurant questions in both markets.

Official methodology and national sources: [M3], [M4], [M5]. No city-level restaurant revenue or property return has been verified in this edition.

02 / FIELD GUIDE

See the seasonal concentration

These six bars use the same Eurostat accommodation measure and year.



Source: [M2], 2025, country level. Calculated as the two largest monthly guest-night values divided by all twelve months. API snapshot updated 1 October 2026; checked 3 October 2026. This is accommodation concentration, not a restaurant sales curve.

Use the pattern to ask a financial question: how much of the year’s fixed commitment will depend on a short period of trade? It does not answer that question by itself. An urban neighbourhood can have repeat residents while an island address depends more heavily on seasonal visitors.

REVISIONS MATTER

The current dataset gives Germany 24.1%; an earlier Eurostat news release reported 24.0%. This book uses the dated API snapshot. Record the data version and do not silently combine values from different releases.

Comparable monthly concentration was not verified for Türkiye or Qatar in this edition; neither is added to this chart as zero or as a guessed value.

CONTINUE WITH THE COMPLETE BOOK

Turn the next question into a working decision.

The complete atlas adds Greece, Türkiye, Germany, Qatar, Spain, Portugal, Italy and France, with local research hypotheses, official pathways, comparable country context and address-level decision worksheets.

Focus	Inside the complete edition
Read the market	Units, data versions and seasonal context
Investigate the address	Customers, technical gate, quotes and permissions
Make the decision	Transparent assumptions, cautious cash and a dossier

This sample contains selected pages. The complete English edition includes the full tutorial sequence, static worksheets and clickable official source list. It belongs to the three-book Restaurant Strategy Collection by Ismaeil Dirani.

A CLEAR USE FOR THE BOOK

Read a lesson, complete its working tool with the actual restaurant and assign the next evidence task. Examples and illustrations are teaching contexts, not project approvals or promised investment outcomes.

Official links relevant to these sample pages

- [M2 / Eurostat TOUR_OCC_NIM monthly accommodation nights](#)
- [M3 / Eurostat accommodation statistics methodology](#)
- [M4 / TurkStat Tourism Statistics Q4 and Annual 2025, bulletin 54158](#)
- [M5 / Qatar Tourism Annual Performance Report 2025](#)